



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

*Issue 104 – April 17, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

I am pleased to announce that AOT's Integrated Advertising and Marketing Program Services contract has been awarded to Moses Anshell Advertising & Public Relations. AOT has had a long partnership with Moses Anshell and we are thrilled to embark on this new journey with them. The contract will begin on July 1, 2006 and with yearly renewals, span up to a total of five years. Moses Anshell was selected via the state's competitive Request for Proposal (RFP) process and the agency will be charged with implementing AOT's \$9 million domestic consumer marketing budget in FY 07 and realizing the brand architecture that AOT is building to define the state as a premier travel destination. I know our work with Moses Anshell will produce a creative, aggressive marketing campaign that promotes visitation to all areas of the state, and we look forward to continuing this exciting and dynamic partnership.

I would also like to thank the Super Bowl Host Committee and the Arizona Cardinals for giving some of our staff a tour of the amazing new Cardinals Stadium. We have heard so much about the project, but to be able to see it in person really put everything in perspective. The attention to detail is absolutely incredible and the stadium is truly a representation of Arizona, from its barrel cactus shape to the fascinating state history that will be displayed on pillars throughout the stadium. We are all excited to see the state-of-the-art field roll into the stadium for the Cardinals first home game in August and I can't think of a better place to host Arizona's Super Bowl in 2008.

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Make the Visitors' First Impression a Grand One!

The Arizona Office of Tourism is pleased to announce the FY 06 Grand Impressions workshops series. These workshops are a full day of education and training designed to empower tourism professionals by offering a Customer Service Training Program featuring: "How to Host International Visitors," a presentation on Arizona tourism attractions, and a mini-familiarization tour of an attraction in the workshop host's area, designed to provide first-hand knowledge of exciting Arizona destinations. The workshops are offered free of charge to travel counselors and hospitality professionals across the state. All workshops will be held from 8:15 a.m. to 5:00 p.m. Lunch will be provided. Below is a list of the remaining Grand Impressions workshops for this year:

Holbrook	April 27, 2006
Payson	April 28, 2006
Mesa	May 5, 2006
Sierra Vista	May 12, 2006

Space is limited! To register, please contact Sarah Martins, Travel Counselor at the Arizona Office of Tourism, at (602) 364-3687 or [smartins@azot.gov](mailto:smartins@azot.gov).

### Extended Deadline: Call for Nominations

The Arizona Office of Tourism and the Sonora Office of Tourism are offering locals a last chance to nominate special areas from the Greater Phoenix Metro area through Southern Arizona for inclusion in the Geotourism MapGuide. This project, in conjunction with National Geographic, will compile a area attractions that are geographically, culturally and historically unique. Project details can be found at [www.ArizonaGeotourism.com](http://www.ArizonaGeotourism.com). This project will increase knowledge about sustainable tourism and destination stewardship. Geotourism is defined as tourism that sustains or enhances the geographic character of a place - its environment, culture, aesthetics, heritage and the well-being of its residents. Candidates might nominate a national park, museum or historic site, but might also include a private enterprise, such a family-owned restaurant serving cuisine indicative of the border region's heritage, a historic hotel or community-run craft center. To nominate a site, visit [www.ArizonaGeotourism.com](http://www.ArizonaGeotourism.com).

Nomination forms can be downloaded and e-mailed to [joaquin@sonoran.org](mailto:joaquin@sonoran.org) or submitted directly to the Sonoran Institute at: Sonoran Institute, Main Office, Attn: Joaquin Murrieta-Saldivar, 7650 E. Broadway, Suite 203, Tucson, AZ 85710. Additional documentation such as maps, photos or brochures is welcome and can be mailed to the above address. For more information about the project, please contact Marci Elizondo at the Arizona Office of Tourism at (602) 364-3720 or [melizondo@azot.gov](mailto:melizondo@azot.gov).

## Trippin' with AOT

### AOT on the Road: Visiting Rural Tourism Development Grant Recipients



AOT staff recently visited two FY 06 Rural Tourism Development Grant (RTDGP) Award winners. The first stop was the Clarkdale Chamber of Commerce. The Clarkdale Chamber of Commerce received \$50,000 to Redesign welcome sign, create banner-like signs in downtown business district, and purchase a sign for the Clarkdale Chamber of Commerce. The second stop was the Graham County Chamber of Commerce project at Dankworth Village. The funding in the amount of \$30,000 will be used for refinishing the outside of two earthen structures, rebuild the Apache wickiup, improve or restore other displays, landscaping, cleanup of trails, new kiosk and interpretive signs and two bird-viewing blinds. For more information, contact Karen Bult at (602) 364-3708 or [kbult@azot.gov](mailto:kbult@azot.gov).

## Industry News

### Four Arizona Restaurants Make Zagat's Top 100

If you're looking for a fabulous hotel restaurant, Arizona is home to some of the best, according to a Zagat survey. Mary Elaine's at the The Phoenician, Marquesa at the Fairmont Scottsdale Princess and T. Cook's at the Royal Palms here in the Valley made the list, as did the Ventana Room in Tucson's Loews Ventana Resort. Out of 100 hotel restaurants listed, Mary Elaine's was ranked at No. 14, Marquesa was No. 17, T. Cook's at No. 34 and Ventana Room was No. 93. The French Room in Dallas claimed the No. 1 spot. The survey, conducted for the USA Today, rated U.S. restaurants based on food quality, decor and service. (Phoenix Business Journals, 4/11)

### Travel Industry to Press for Inbound Marketing Campaign

The U.S. tourism industry, coming off the World Travel & Tourism Council's Global Travel & Tourism Summit in Washington this week, said it is now preparing to launch a

"full court press" to persuade lawmakers in Congress and the industry at large that a national tourism marketing campaign is needed. "We are launching a full court press on really moving forward on getting a sustainable and a substantial international marketing campaign," said Roger Dow, president of the Travel Industry Association, during a press conference at the close of the two-day summit. He was joined by Vince Wolfington, WTTC chairman, and Jonathan Tisch, chairman of the Travel Business Roundtable and head of Loews Hotels. Both TIA and the TBR were among the co-sponsors of the summit. Dow said the industry would work over the next year on developing a "blueprint" for a marketing campaign--with a possible price tag of at least \$200 million to \$300 million--including possible public and private sector funding schemes. The campaign is needed, according to the travel industry, since the U.S. continues to lose inbound tourism market share. ([www.TravelWeekly.com](http://www.TravelWeekly.com); Special to Travel Advance)

## **Vacation Drives Won't Come Cheap this Summer**

In its summer gasoline price outlook released Tuesday, the Energy Department said the average price motorists will pay nationwide this driving season will be \$2.62 a gallon for regular grade, 25 cents higher than last summer for the April-September period. Pump prices are high and expected to go higher. Guy Caruso, head of the Energy Department's statistical agency, said prices at the pump, which averaged \$2.68 a gallon last week nationwide, are likely to increase 10 to 15 cents a gallon in the coming weeks, peak in May and drop off in late summer. If a hurricane or a refinery outage causes supply problems, or if crude oil takes a major jump, prices will be higher yet. But Caruso said motorists are not expected to cut back on their summer driving -- a view mirrored by AAA, formerly the American Automobile Association, which also predicts a busy summer travel season. In fact, Americans are expected to use 1.5 percent more gasoline than last summer. Said Geoff Sundstrom, a spokesman for AAA, "Although the price of gasoline is very high, the fact is the economy still seems to be growing. We're adding jobs, so we would expect we would see a relatively strong summer travel season." Gas prices last week were 40 percent higher than the same week a year ago and are likely rise further as higher crude oil and wholesale gasoline costs move through the system, said Caruso.(CNN, [www.cnn.com/2006/US/04/11/summer.gasoline.ap/index.html](http://www.cnn.com/2006/US/04/11/summer.gasoline.ap/index.html))

## **TIA and American Express Unite to Promote U.S. Travel**

TIA and American Express just announced a three-year partnership to promote international inbound travel, as well as travel within the United States. A top priority for the alliance is the development of marketing programs for both consumers and industry partners. They will also team up to create leadership and research initiatives to help U.S. companies grow and remain competitive in global travel. American Express will take an expanded role as a strategic partner in key TIA events such as TravelCom and the Travel Industry Summit. For more information, click [here](#). (TIA e-Newsline, 4/13)

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